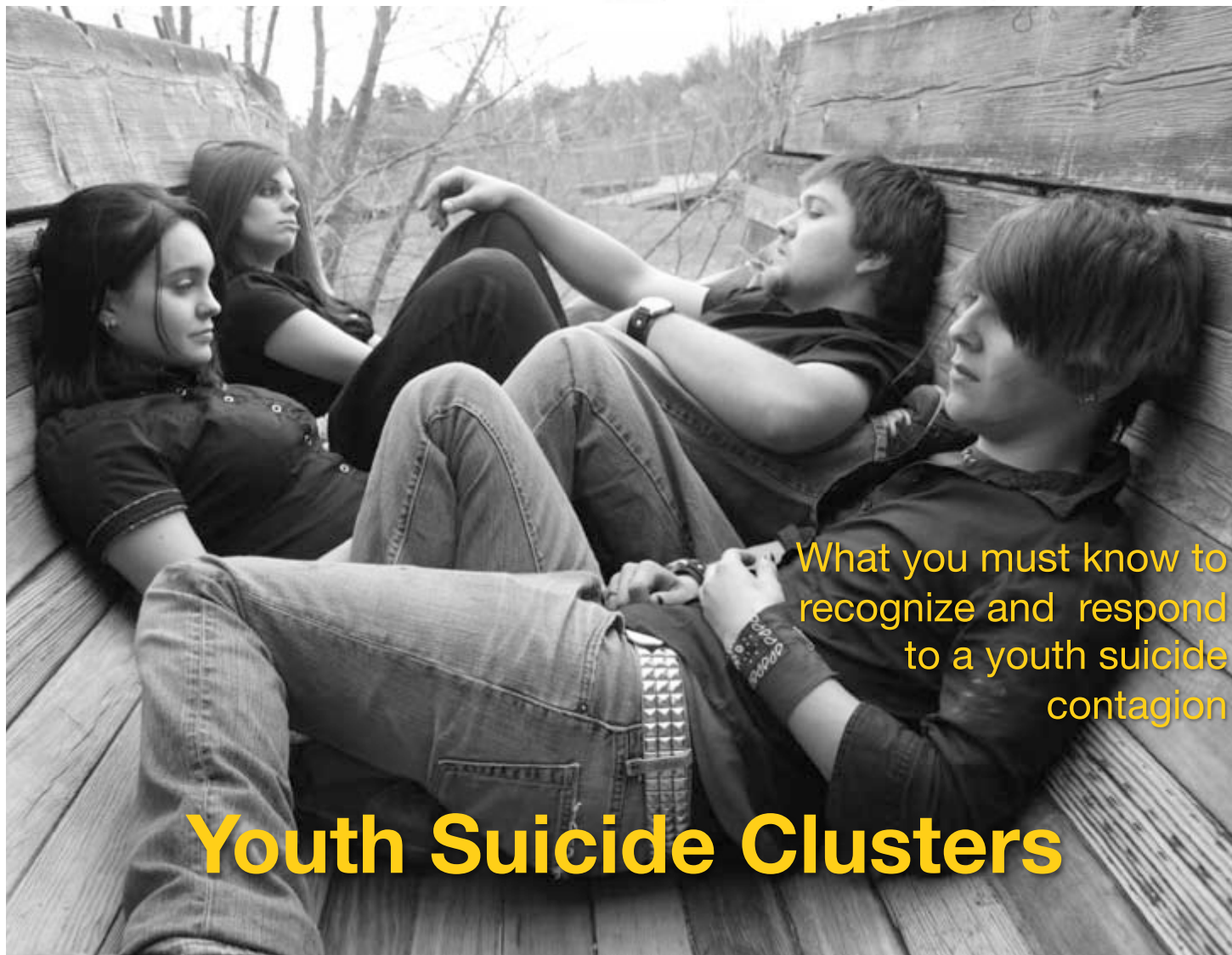


YOUTH SUICIDE CLUSTERS:

What you must know to recognize and respond to a youth suicide contagion

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What you must know to
recognize and respond
to a youth suicide
contagion

Youth Suicide Clusters

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A DAY LIKE ANY OTHER?

WHEN: February 24th
WHERE: Delaware County, PA
SCHOOL: Interboro High School
WHO: Two sophomore friends



FEMALE
16 years old



FEMALE
15 years old

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ONE DAY LATER.

WHEN:
WHAT:
WHERE:
NOTE:

February 25th
Double suicide
Train tracks

Within days of their deaths, a Facebook memorial page for the girls had attracted 10,000 members



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23 DAYS LATER.

WHEN: March 17th
WHAT: Another student suicide
SCHOOL: Interboro High School
WHO: Senior-class male, 18
WHERE: Delaware County, PA

follow →



MALE
18 years old



16 DAYS LATER.

WHEN: April 2nd
WHAT: Another youth suicide
WHERE: Train tracks
WHO: Male, 18 (not in school)
WHERE: Delaware County, PA

follow →



MALE
18 years old



2 teen suicides on Feb. 25th ... **another** on March 17th ... still
another on April 2nd

**What does a community like
this one do RIGHT NOW**

ABOUT

stopping more youth suicides?

YOUTH SUICIDE CLUSTERS:

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Youth Suicide Clusters

What you must know to recognize and respond
to a youth suicide contagion



YOUTH SUICIDE CLUSTERS:

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Wyoming
Department
of Health

Commit to your health.



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YOUTH SUICIDE CLUSTERS:

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TODAY'S PRESENTER:



**MAUREEN UNDERWOOD,
L.C.S.W., CGP**

25-year expert in youth suicide
clusters

Forged collaborations between
educational systems and mental
health

Consultant to CDC, SAMHSA,
states and communities re how to
best apply latest research to limit
youth contagion

Co-developer of "LIFELINES"
renowned evidence-based suicide
prevention program for schools

With:

KEITH HOTLE, J.D., MPA
Suicide Prevention
Team Leader

Mental Health and
Substance Abuse
Services Division

Wyoming Department
of Health



YOUTH SUICIDE CLUSTERS:

What you must know to recognize and respond
to a youth suicide contagion



What We'll Cover Today

- **1: ALL ABOUT CONTAGION**
- **2: CLUES FROM COMMUNITIES IN CRISIS**
- **3: HOW TO RESPOND**
- **4: NEXT STEPS**

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PART 1

ALL ABOUT CONTAGION

Youth Suicide **CONTAGION:** *what* is it?

The process by which the suicidal behavior or a suicide **influences an increase** in the suicidal behaviors of others.

—U.S. Department of Health and Human Services, 2008



Multiple suicidal behaviors or suicides that **occur within a defined geographical area and fall within an accelerated time frame** may represent a potential cluster.

—Berman & Jobes, 1994

Setting the Stage *with* **STATISTICS** about Youth Suicide Clusters

ADOLESCENTS

Most at risk for suicide contagion. (Davidson, 1989)



RARE

Estimates are that about 1-5% of all youth suicides are part of a cluster, accounting for 100-200 deaths annually. (Gould et al, 1990)

53

Suicide clusters identified in the United States—as 3 to 11 victims, ranging from 13-20 years of age, who took their life within a one-year period.
(Gould, as cited in Joyce, 2008)

Youth Suicide **CONTAGION:** *what* is it?

Cluster suicides are **not the same phenomenon as suicide pacts** in which individuals commit to die together or at about the same time.

Cluster victims share some connection, however fragile or self-perceived, but they typically have not planned their deaths together.

—Zenere, 2009



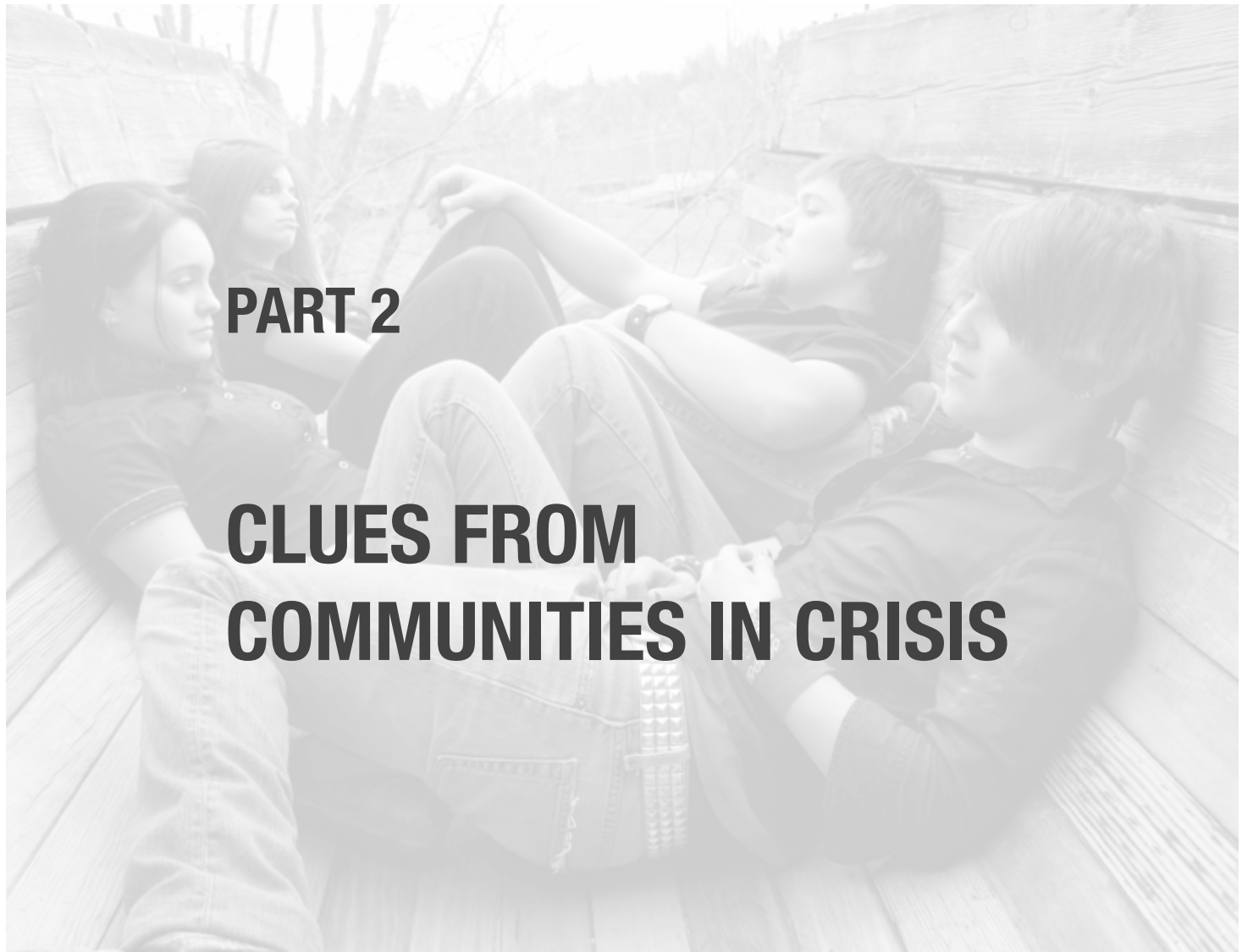
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PART 2

**CLUES FROM
COMMUNITIES IN CRISIS**



Communities in **CRISIS**:

RECENT CLUSTER SUICIDES *across* THE UNITED STATES

2009-2010: 6 dead
Cornell University

2009-2010: 5 dead
Palo Alto, CA

2010: dead
Delaware Cnty, PA

2008-2009: 6 dead
Manasquan, NJ

2008-2009: 4 dead
Schnechtady, NY

2008-2009: 3 dead
Laramie Cnty
College, WY

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Community in **CRISIS:** PALO ALTO, CALIFORNIA

"These ... kids *died from an untreated psychiatric illness, or undertreated. It's not as if it's a mysterious thing and it's not as if it's not preventable. Unfortunately, there is the misconception that if someone wants to die by suicide, it's inevitable.*

That's not the case.

The impulse to kill yourself waxes and wanes."

—MADELYN GOULD, Ph.D., Columbia University

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Community in **CRISIS:** DELAWARE COUNTY, PENNSYLVANIA

- Youths likely died from untreated or undertreated **psychiatric illness**
- Suicide is complex but **not mysterious**
- Suicide is **multifaceted**
- Suicide **is preventable**
- Suicide is **not inevitable**, even among those who want to die
- The impulse to kill yourself **waxes and wanes**
- **Intervention** works

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CONNECTING THE DOTS

What can we **LEARN** learn from communities in **CRISIS**?



CLUES youths leave behind may have **IMPLICATIONS** for prevention



FEMALE
16 years old



"Bill. Life without you here is not going to be the same," the suicide victim wrote on a memorial Facebook page.
"Save a spot for me Pumpkinn."

Community in **CRISIS:** **DELAWARE COUNTY, PENNSYLVANIA**

Family and friends told the media that the suicide victim was heartbroken over the recent death of her boyfriend. The high-school sophomore was allegedly dating a 17-year-old senior for a year when he was struck and killed by a car while biking over to see her on Jan. 19, the suicide victim's grandmother told the media.





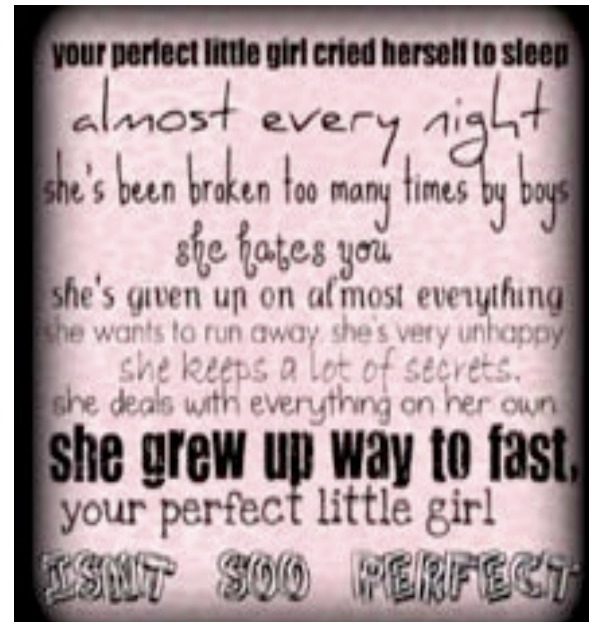
FEMALE
15 years old



"idont wanna walk this earth if igotta do it solo, you usta be my rida. – kus iwas so high and now im so low and I dont wanna walk around on my own," she wrote at 10:30 p.m. two days before she died by suicide.

Community in **CRISIS:** **DELAWARE COUNTY, PENNSYLVANIA**

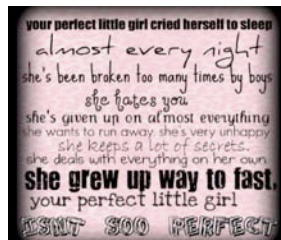
Another young female was saddened by the 17-year-old senior's death death in a traffic accident, and seemed to be in turmoil about the end of a recent relationship, according to her postings on Facebook.





IMPLICATIONS of these clues FOR SUICIDE PREVENTION

- i** Cyberspace is a new “community” beyond conventional geographic limits
- i** Monitoring teens’ interactions on the Internet may be vital to safety
- i** Significant loss—death of a romantic interest—can place youths at risk for self-harm
- i** Helping teens actively and appropriately grieve losses is critical to healing



2. CLUES FROM COMMUNITIES IN CRISIS

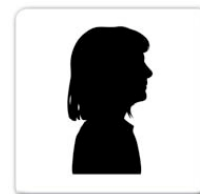
Community in **CRISIS:** PALO ALTO, CALIFORNIA



17-YEAR-OLD
MALE JUNIOR



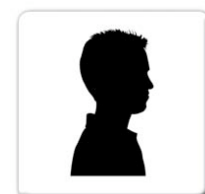
17-YEAR-OLD
FEMALE SENIOR



13-YEAR-OLD
FEMALE
FRESHMAN



16-YEAR-OLD
MALE JUNIOR



19-YEAR-OLD
CLASS OF 08
MALE
GRADUATE

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2. CLUES FROM COMMUNITIES IN CRISIS

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17-YEAR OLD MALE JUNIOR:
DIED: May 5th, 2009 during
the week of school
placement exams



ALLEGED IN MEDIA

-  Musician and artist
-  “Standing room only” memorials for this popular child drew hundreds of mourners



NOTE: If a suicide death is romanticized and seems like something special, this may start a cluster

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17-YEAR OLD FEMALE SENIOR:
DIED: June 2nd, 2009
during finals week
Accepted into theatre
program at NYU



ALLEGED IN MEDIA



- i** Artistic and possesses a “unique style”
- i** Involved in the Gay Straight Alliance at her high school
- i** Reportedly left a suicide note
- i** Her Facebook page listed nearly 370 friends

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**13-YEAR OLD FEMALE
FRESHMAN DIED:** August
21, 2009, just days before
start of her freshman year
in high school



ALLEGED IN MEDIA

- i** Allegedly left a suicide note
- i** Palo Alto teacher alleges to have witnessed death, acknowledging this on Facebook memorial page
- i** Twitter posting claims she as a child witnessed a man stepping in front of a train at same location

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16-YEAR OLD MALE JUNIOR
DIED: Oct. 19th, 2009
4th high school student in
6 months to die by suicide



ALLEGED IN MEDIA

- i** Had been a member of the water polo team at Gunn since his freshman year; he reportedly quit the team a few weeks before his death
- i** Killed himself in same way and spot as 17 year old male in May

NOTE: Memorializing and media coverage of this death takes a more somber tone



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**19-YEAR OLD MALE CLASS
OF 2008 GRADUATE DIED:**

Jan. 22nd, 2010 in what
would have been his
second year of college



ALLEGED IN MEDIA



- i** First unrecognized symptoms of illness were repetitive, looping thoughts in 10th grade
- i** School increasingly difficult, some relationships more strained with initial symptoms of mood disorder
- i** Faced w diagnoses of bipolar disorder and then schizophrenia; acute illness affected every aspect of his life
- i** Escalating illness forced his return from college to home after just several months into his freshman year



IMPLICATIONS of these clues **FOR SUICIDE PREVENTION**

- i** Imitative behavior is a big part of adolescence
- i** Asking teens if they've ever considered suicide can **ALLEVIATE** distress
- i** Psychiatric disorders—undiagnosed, untreated, undertreated—are a major contributor to potential for suicide
- i** Exposure to suicide of a friend or acquaintance can be a traumatic loss; so community must make every effort to identify vulnerable individuals
- i** Building resiliency in teens is critical to their health and wellbeing

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PART 3

HOW TO RESPOND



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Role of the MEDIA

*“By showing video of the passing train, the loud train steaming down its corridor, **we make that more accessible in the minds** of someone else who’s feeling troubled or feeling depressed.”*

—DAN RYAN, Palo Alto Police Department

Role of the **MEDIA**

- Suicides are glorified by unethical media reporting: bold headings, front page
- This is not helpful to the current trauma of a small community
- Magnitude of risk is related to “attractiveness” of the individual whose death is being reported, and amount of publicity given
- Should avoid oversimplifying the many factors that contribute to a suicide, and give less emphasis to stressors or simplistic psychological processes, such as “pressure,” since most suicide victims have long-standing mental health problems
- Should not depict the method of suicide
- Should include hotline/service agency info
- Should avoid massive or repeated doses of press coverage



Role of the MEDIA: CASE IN POINT

Media coverage in and of itself does not necessarily contributed to contagion.

The suicide of musician Kurt Cobain is often cited as a positive example.

While it received significant media coverage, Cobain's wife Courtney Love made a statement condemning his suicide immediately following his death.

This, combined with responsible reporting by the media,

is considered to have prevented a spike in suicides.



Role of the MEDIA

*“We’re not saying **cancel the news** but we’re asking
the news media to think a little harder about what they report
because by reporting it, they could be perpetuating the story.”*

—DAN ROMER, Ph.D., Annenberg Public Policy Center



**17-YEAR OLD MALE
JUNIOR:**

DIED: May 5th, 2009
during the week of
school placement
exams, according to
media reports

Role of the **MEDIA**

Presenting suicide as the inexplicable act of an otherwise healthy and high-achieving person may encourage identification with the victim ...

Victim's uncle described his nephew as an outgoing teen who loved kids and animals, earned decent grades, played on the tennis team, and had a girlfriend.

*"I don't know how we could have recognized anything," his uncle told the more than 300 adults and handfull of teens in the audience.
"I'm sorry if that leaves you puzzled."*

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**What does a community like
this one do RIGHT NOW**

ABOUT

stopping more youth suicides?

MANDATORIES to best responding to youth suicide

FROM A POSTVENTION/CLUSTER CONTAINMENT PERSPECTIVE

- Have a crisis plan in place with suicide postvention component
- Tap national experts in youth suicide contagion containment
- Convene planning committee that involves all sectors of school & community*
- Deliver a public response that mimics sensationalism and avoids glorification*
- Deliver a public response that mimics sensationalism and avoids glorification*
- Evaluate and counsel close friends of the suicide victim and those previously known to be suicidal*

* Suicide Clusters: Centers for Disease Control Recommendations

COMMUNITY response in Palo Alto

According to media reports

A task force of community stakeholders was convened to prepare a response plan.

Experts from children's hospital at Stanford University are advising administrators, teachers and parents on how to recognize depression.

Counseling requests from students were up threefold as of November 1, 2009, and schools are looking into making psychological screening of students routine.

Teachers at Gunn have cancelled quizzes to show support to students, given out their home phone numbers, and held classes outdoors.

“If we could do just one thing, it would be to more effectively identify students and get more effective help.”


—FRANCES WREN, mother of a 2009 Gunn graduate and director of Stanford University's Child and Adolescent Depression Clinic

Federal FUNDING in Palo Alto

http://www.paloaltoonline.com/news/story_print.php?story_id=16379

Uploaded: Wednesday, April 7, 2010, 6:45 PM

Select FILE --> PRINT to print this story.

 **Palo Alto**
online

Palo Alto schools get grant for suicide recovery

Join schools from Alabama, New Mexico in getting funds to respond to suicides

by [Chris Kenrick](#)
Palo Alto Online Staff

The federal government has awarded the Palo Alto school district \$50,000 to "respond" and "re-establish a safe learning environment" following four student suicides in the past 11 months.

Palo Alto was one of three school districts to seek and receive the grants in this round from the Office of Safe and Drug-Free Schools in the U.S. Department of Education. The others were the Mescalero Apache School District in Mescalero, N.M., and the Madison City School District in Madison, Ala.

The funds come from the department's Project School Emergency Response to Violence (SERV), which has awarded more than \$27.4 million to schools across the country since 2001.

"When unfortunate events disrupt the lives of children and schools, it's vital that the learning process continue. Project SERV provides districts and institutions of higher learning with resources to help respond in a timely manner," Kevin Jennings, assistant deputy secretary for the Office of Safe and Drug Free Schools, said Wednesday.

Palo Alto School Superintendent Kevin Skelly said, "Obviously a big part of our work this year has been responding to those tragedies, and we still clearly have a lot of work to do."

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Ongoing **SCHOOL** response in Palo Alto

According to media reports

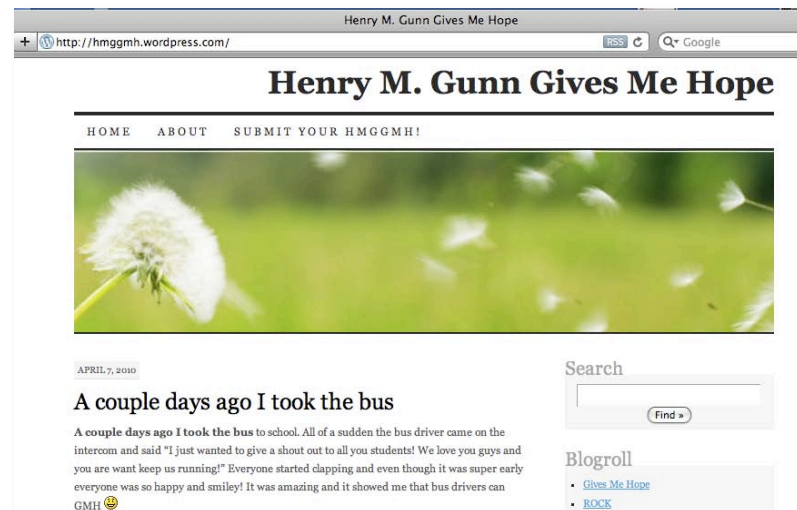
Student-run support group

**ROCK:
Reach Out.
Care.
Know.**

Ongoing **SCHOOL** response in Palo Alto

According to media reports

Joyce Liu, a 17-year-old senior, created a peer-run support group that staffs a table during free periods and hosts a social networking site where classmates can find someone to listen. She also created a Web site called "Henry M. Gunn Gives Me Hope," where teachers and students share random acts of kindness and beauty that have come their way.



Ongoing **SCHOOL** response in Palo Alto



Henry M. Gunn High School

Shortcuts:

For Students | **For Community** | **For Staff** | **Contact Info** | **Communications**

- *Crisis Resources*
- *Daily Bulletin*
- *Incoming 9th Graders*
- *Registration*
- *Course Catalog*
- *AP Info*
- *Facilities*
- *WASC*
- *Guidance*
- *Library*
- *InClass*
- *Spotlight*
- *Web Store!*
- *Athletics*
- *Student Activities*
- *Bell Schedule*



The mission of **Henry M. Gunn High School** is to foster a community of creative thinkers who will acquire knowledge, skills, values and integrity to:

be resilient, responsible, respectful, contributing citizens; lead rewarding lives which pursue personal excellence and life-long learning.

Gunn Titans

Gunn Sings Away Hate Group - Short 4 min Video - Feel Free to leave comments.

☐ Highlight all ☐ Match case

Crisis Contact Phone Numbers:

Adolescent Counseling Services
650/424-0852
KARA 650/321-5272
Family and Children's Service 650/326-6576
Center for Living with Dying 408/980-9801
Suicide and Crisis Hotline 650/494-8420
Teenline/Crisis Intervention /Counseling 408/279-8288
Alcohol and Drug Hotline 650/573-3950
Parental Stress Hotline 408/279-8228
Parents and friends of Lesbians and Gays 408/270-8182
LGBTQ Youth Support Hotline 415/865-5555

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Ongoing **COMMUNITY** response at Cornell University

According to media reports

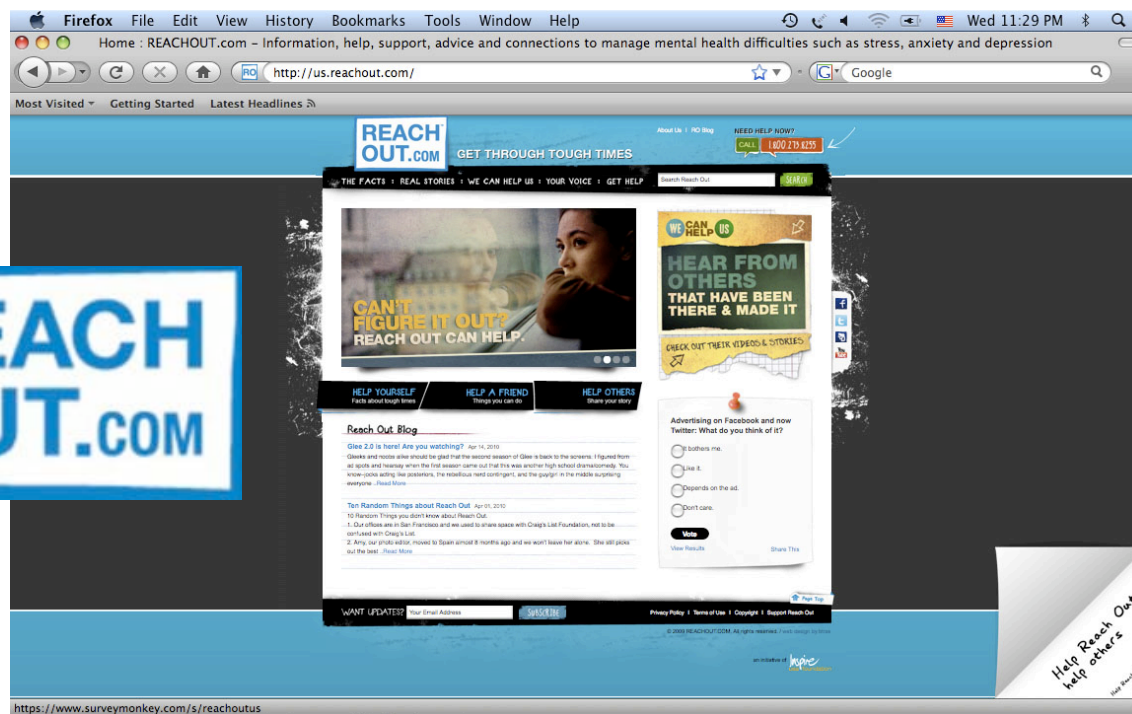
Community Unites to Cope With Tragedy

“Lift Your Spirits” aims to brighten C.U.’s mood

Youth **RESPONSE** in Manasquan, New Jersey

HOLDON! benefit raises over \$6,000 for youth helpline

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Inspire
usa foundation



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What you must know to recognize and respond to a youth suicide contagion

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WE'VE BEEN HOPELESS. WE'VE BEEN LOST. WE'VE BEEN INSPIRED. WE'VE BEEN THERE.

WE CAN HELP US

text **WeCanHelpUs** to 30364 or go to **reachout.com**

HEAR FROM OTHER TEENS that have been there & made it.

SAMHSA Inspire

Message and data rates may apply.

REACH OUT.COM



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

Inspire
usa foundation

Ad Council

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PART 4

NEXT STEPS





ONE YOUTH SUICIDE IN ANY COMMUNITY MAY LEAD TO OTHERS. THAT'S WHY IT'S VITAL TO SEEK THE EXPERTISE OF FIELD LEADERS WHO UNDERSTAND YOUTH SUICIDE CLUSTERS, AND BEST PRACTICES IN POSTVENTION AND PREVENTION FOR YOUTH POPULATIONS. HERE'S A SHORT LIST OF NATIONAL EXPERTS.

National **EXPERT CONSULTANTS**

(listed alphabetically)

SUE EASTGARD: suee@yspp.org

MERILY KELLER: mhkeller@onr.com

RICHARD LIEBERMAN: rlieberm@lmu.edu

KEN NORTON: knorton@naminh.org

SCOTT POLAND: spoland@nova.edu

MAUREEN UNDERWOOD: maureenunderwood@aol.com

FRANK ZENERE: fzenere@dadeschools.net

NOTE: DR. MADELYN GOULD AT COLUMBIA UNIVERSITY IS A LEADING RESEARCHER IN THIS FIELD, AND HER FINDINGS ARE APPLIED IN COMMUNITIES AND SCHOOL DISTRICTS NATIONWIDE BY THESE CONSULTANTS.

YOUTH SUICIDE CLUSTERS:

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Well Aware
Wyoming
bulletin

March
2010

Cluster effect

[recognizing potential for youth suicide contagion]

Nowhere is the influence of peer behaviors on youngsters more alarming—and life-threatening—than youth suicide, and the potential for imitative deaths that can give rise to contagion.



<http://www.health.wyo.gov/mhsa/prevention/suicideindex.html>

COMING NEXT from WELL AWARE:

Those Left Behind

HELPING YOUTH SUICIDE LOSS SURVIVORS
STAY SAFE FROM SUICIDE

Watch the
Well Aware website
at www.wellaware.org
for details to come about
this compelling webinar
that includes:

- >>youth bereavement
- >>appropriate memorialization
- >>self-medicating grief
with drugs or alcohol
- >>helping kids grieve
significant loss
in healthy ways



Devoted To:

- Improving academics
- Deterring violence
- Fostering resiliency
- Enhancing coping skills
- Reducing risk
- Preventing suicide

Well AwareTM

A Suicide Prevention Program for School Administrators

■ School Board Members ■ Superintendents ■ Principals ■ Student Services Directors ■ Central Office Administration ■ Deans of Students ■ Health Center Supervisors ■ Consultants ■ Education Policymakers

Visit us at www.wellaware.org
Talk to us at talkback@wellaware.org

RESOURCES: Postvention and Containment of Youth Cluster Suicides

NEW STATE TOOLKIT

- **Suicide Prevention and Postvention, from the State of Texas (2009)**
<http://www.texasuicideprevention.org>

4th EDITION (2009) OF LAUDED MAINE PROGRAM

- **Youth Suicide Prevention, Intervention and Postvention Guidelines**
<http://www.maine.gov/suicide/docs/Guidelines%2010-2009--w%20disc.pdf>

FROM THE SUICIDE PREVENTION RESOURCE CENTER

- **Multiple resources from the nation's only suicide technical assistance center**
<http://www.sprc.org> and enter the search term "contagion"

COMMUNITY APPROACH TO POSTVENTION

- **A NATIONAL BEST PRACTICE PROGRAM: Reducing Risk and Promoting Healing For Individuals, Family and Communities After Suicide**
www.sprc.org/grantees/statetribes/2010/7A%201%20Norton.pdf
- **Community-based suicide postvention guidelines from MHA of Wisconsin**
<http://www.mhawisconsin.org/content/communitybasedguidelines.asp>
- **Community Response: Effective Action After A Suicide (from Frank Zenere)**
http://www.sprc.org/featured_resources/trainingandevents/conferences/no/agenda.asp

FROM RESEARCHER MADELYN GOULD, Ph.D., M.P.H.

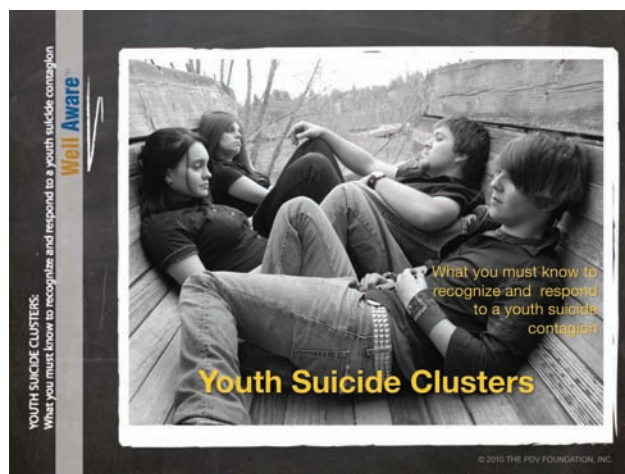
- **Media Contagion and Suicide Among the Young**
<http://www.columbia.edu/itc/hs/medical/bioethics/nyspi/material/MediaContagionAndSuicide.pdf>

OTHER FIELD LEADERS WEIGH IN

- **FRANK ZENERE: Suicide Clusters and Contagion (Sep 2009)**
http://www.naspsweb.org/resources/principals/Suicide_Clusters_NASSP_Sept_2009.pdf
- **SCOTT POLAND: Preventing Cluster Suicides (Oct 2009)**
<http://www.districtadministration.com/viewarticle.aspx?articleid=2159>
- **MAUREEN UNDERWOOD: Lifelines: A Suicide Prevention Program (Mar 2010)**
<http://www.hazelden.org/web/go/lifelines>
- **RICHARD LIEBERMAN: Special Topics in School Crisis Prevention & Intervention: SUICIDE**
www.nasponline.org/prepare/cpi/presentations/suicide.ppt
- **SUE EASTGARD: Youth Suicide Prevention: Selecting Educational Videos**
http://wa-schoolcounselor.org/Files/1DayTraining_Selecting%20Videos_10.ppt

FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION

- **CDC Recommendations for a Community Plan for the Prevention and Containment of Suicide Clusters (1988)**
<http://www.cdc.gov/mmwr/preview/mmwrhtml/00001755.htm>



[take note]

WELL AWARE is a program of the:

PDV Foundation

514 North 6th Street
Sheboygan, Wisconsin 53081

ADVANCING COMMUNICATION IN
MENTAL HEALTH AND SOCIAL SERVICES.